

INVOICE



WPTV
1100 Banyan Blvd.
West Palm Beach, FL 33401
Main: (561)655-5455
Billing: (877)290-6105

Invoice #	Invoice Date	Invoice Month	Invoice Period
316450-1	11/04/12	November 2012	10/29/12 - 11/02/12

Station	Account Executive	Sales Office	Sales Region
WPTV	Marta Salazar-Perren	EWS - Washing	National

Billing Address:

Davis Group (The)
Attention: Pam Newby
4201 Bee Caves Road - Suite C-101
Austin, TX 78746

Advertiser	Product	Estimate Number
FDP - 3 Pack Abruzzo, Sac	Florida Democratic Party	1420

Flight Dates	Order #	Alt Order #
11/01/12 - 11/02/12	316450	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling
Duplicate Invoice

Send Payment To:

WPTV
P.O. Box 116871
Atlanta, GA 30368-6871

IDB #	Advertiser Code	Product Code
13302		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	11/01/12	11/01/12	M-F 5-6a	5-6a	---T---	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---T--- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 11/01/12 5:27 AM M-F 5-6a 5-6a :30 FDP1203H \$500.00 NM									
2	11/01/12	11/02/12	M-F 6-7a	6-7a	---11--	:30	2	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---11-- 2 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 11/01/12 6:43 AM M-F 6-7a 6-7a :30 FDP1203H \$1,200.00 NM 2 WPTV F 11/02/12 5:57 AM M-F 6-7a 6-7a :30 FDP1205H \$1,200.00 NM									
3	11/01/12	11/02/12	M-F 7-9a	7-9a	---11--	:30	2	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---11-- 2 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 11/01/12 8:43 AM M-F 7-9a 7-9a :30 FDP1203H \$1,500.00 NM 2 WPTV F 11/02/12 8:29 AM M-F 7-9a 7-9a :30 FDP1205H \$1,500.00 NM									
4	11/01/12	11/02/12	M-F 9-10a	9-10a	---11--	:30	2	\$650.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---11-- 2 \$650.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 11/01/12 9:51 AM M-F 9-10a 9-10a :30 FDP1203H \$650.00 NM 2 WPTV F 11/02/12 9:51 AM M-F 9-10a 9-10a :30 FDP1205H \$650.00 NM									
5	11/01/12	11/02/12	M-F 12n-1p	12-1p	---11--	:30	2	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---11-- 2 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 11/01/12 12:43 PM M-F 12n-1p 12-1p :30 FDP1203H \$500.00 NM 2 WPTV F 11/02/12 12:43 PM M-F 12n-1p 12-1p :30 FDP1205H \$500.00 NM									

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Advertiser	Product	Estimate Number	
FDP - 3 Pack Abruzzo, Sac	Florida Democratic Party	1420	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	11/01/12	11/02/12	Jimmy Fallon	1235-0135a	---11--	:30	2	\$225.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---11-- 2 \$225.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 11/01/12 1:21 AM Jimmy Fallon 1235-0135a :30 FDP1203H \$225.00 NM 2 WPTV F 11/02/12 1:29 AM Jimmy Fallon 1235-0135a :30 FDP1205H \$225.00 NM									
7	11/01/12	11/02/12	M-F 5-530p	5-530p	---11--	:30	2	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---11-- 2 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 11/01/12 5:20 PM M-F 5-530p 5-530p :30 FDP1203H \$1,600.00 NM 2 WPTV F 11/02/12 5:21 PM M-F 5-530p 5-530p :30 FDP1205H \$1,600.00 NM									
8	11/01/12	11/02/12	M-F 530-6p	530-6p	---11--	:30	2	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---11-- 2 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 11/01/12 5:36 PM M-F 530-6p 530-6p :30 FDP1203H \$1,600.00 NM 2 WPTV F 11/02/12 5:38 PM M-F 530-6p 530-6p :30 FDP1205H \$1,600.00 NM									
9	11/01/12	11/02/12	M-F 6-630p	6-630p	---11--	:30	2	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---11-- 2 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 11/01/12 6:08 PM M-F 6-630p 6-630p :30 FDP1203H \$1,800.00 NM 2 WPTV F 11/02/12 6:14 PM M-F 6-630p 6-630p :30 FDP1205H \$1,800.00 NM									
10	11/01/12	11/02/12	M-F 7-730p	7-730p	---11--	:30	2	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---11-- 2 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 11/01/12 7:17 PM M-F 7-730p 7-730p :30 FDP1203H \$950.00 NM 2 WPTV F 11/02/12 7:13 PM M-F 7-730p 7-730p :30 FDP1205H \$950.00 NM									
11	11/01/12	11/02/12	M-F 730-8p	730-8p	---11--	:30	2	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---11-- 2 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 11/01/12 7:55 PM M-F 730-8p 730-8p :30 FDP1203H \$950.00 NM 2 WPTV F 11/02/12 7:46 PM M-F 730-8p 730-8p :30 FDP1205H \$950.00 NM									
12	11/01/12	11/02/12	M-F 11-1135p	11-1135p	---11--	:30	2	\$1,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---11-- 2 \$1,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 11/01/12 11:33 PM M-F 11-1135p 11-1135p :30 FDP1203H \$1,400.00 NM 2 WPTV F 11/02/12 11:33 PM M-F 11-1135p 11-1135p :30 FDP1205H \$1,400.00 NM									

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FDP - 3 Pack Abruzzo, Sac	Florida Democratic Party	1420	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
13	11/01/12	11/02/12	Tonight Show	1135p-1235a	---11--	:30	2	\$575.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---11-- 2 \$575.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 11/01/12 12:30 AM Tonight Show 1135p-1235a :30 FDP1203H \$575.00 NM 2 WPTV F 11/02/12 12:22 AM Tonight Show 1135p-1235a :30 FDP1205H \$575.00 NM									
14	11/02/12	11/02/12	Friday Prime C	10-11p	----F--	:30	1	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV F 11/02/12 10:31 PM Friday Prime C 10-11p :30 FDP1205H \$2,500.00 NM									
15	11/02/12	11/02/12	Friday Prime B	9-10p	----F--	:30	1	\$1,450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$1,450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV F 11/02/12 9-10p Friday Prime B 9-10p :00 \$1,450.00 NM See MG 15.2 2 WPTV F 11/02/12 go on / guys... kids 8-9p :00 \$1,450.00 NM See MG 15.3, 15.4, 15.5 3 WPTV F 11/02/12 6:38 AM M-F 6-7a 6-7a :30 FDP1205H \$1,200.00 NM MG for 15.2 11/02 program change to commerical free fundraiser 4 WPTV F 11/02/12 1:08 AM M-F 1235-135a 1235-0135a :30 FDP1205H \$225.00 NM MG for 15.2 11/02 program change to commerical free fundraiser 5 WPTV F 11/02/12 1:54 AM M-F 135-205a 135-205a :30 FDP1205H \$25.00 NM MG for 15.2 11/02 program change to commerical free fundraiser									
16	11/02/12	11/02/12	M-F 12n-1p	12-1p	----F--	:30	1	\$500.00	NM
part of mkg pkg for #315993									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV F 11/02/12 12:14 PM M-F 12n-1p 12-1p :30 FDP1205H \$500.00 NM									
17	11/02/12	11/02/12	M-F 2-3p	2-3p	----F--	:30	1	\$350.00	NM
part of mkg pkg for #315993									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV F 11/02/12 2:21 PM M-F 2-3p 2-3p :30 FDP1205H \$350.00 NM									

Total Spots 31 Gross Total \$31,200.00

Payment Terms 30 Days

Agency Commission \$4,680.00
Net Amount Due \$26,520.00